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First 5 Shasta Invests in Intermountain “Bright Futures”

*Over \$900,000 awarded to family
support grant serving the Intermountain region*

Redding – The future of young children and families in Shasta County’s Intermountain region is looking bright, thanks to a substantial grant awarded by First 5 Shasta, the Shasta Children and Families First Commission. The Commission’s award of \$910,966 to Tri County Community Network will fund the Bright Futures project for four years. Each year the project plans to serve 460 children, ages birth to five, and will extend family support services throughout the Intermountain region.

Muffy Berryhill, executive director of First 5 Shasta, says “The Commission values the regional, systems approach to family support and child health that the Bright Futures project presents. The project partners offer a balance of administrative, programmatic and intuitive expertise for mobilizing and serving the 0-to-5 community that is indicative of success on many levels.”

Bright Futures is “designed to utilize the assets of partner agencies that have a long history of collaborative work for children and families in the Intermountain region,” said Cindy Dodds, director of Tri County Community Network. Tri County Community Network will contract with Acorn Community Enterprises, True North, and Mayers Memorial Hospital to implement the Bright Futures project. Each of these four organizations will host a family advocate, hired to initiate

Bright Futures Communities

Support will extend to families
in the communities of:

**Big Bend
Burney
Cassel
Dana
Fall River Mills
Glenburn
Hat Creek
McArthur
Montgomery Creek
Oak Run
Old Station
Round Mountain
Shingletown
Whitmore**

(more)

connections with families and educate them on available resources and services for families with young children. Bright Futures provides direct services for children, ages 0-to-5, addressing physical activity, nutrition, literacy and socialization. The project will also include parent support and education, a strong community development component, and school readiness outreach to area schools focused on kindergarten transition. Community development approaches will include trainings for providers in the health and social services fields, parent leadership development, and service integration that will streamline referrals for families amongst service providers.

Research shows that a child's brain develops most dramatically in the first five years of life. What parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life. Based on this research, California voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to support programs for expectant parents and children ages 0-to-5. To date, First 5 Shasta has invested nearly \$8 million in Prop 10 revenues in programs and services that meet local needs.

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